

Proposed Social Media Guidelines

These guidelines define the framework the Mile High Area will use implement any social media approach. The products or tools the Mile High Area will use are not specified in this document and any reference to products or companies is not intended to be a direct or implied endorsement of said product or company.

Intent:

The social media presence representing the Mile High Area is intended communicate from the area service committee to the fellowship and the public, events, open service opportunities, and announcements of the mile high area and its service committees.

Access:

The responsibility for updating and responding to information via any social media platform will be limited to The Social Media Committee, consisting of The Public Relations Coordinator, The Web Committee Chair and the Aria Secretary.

Account logins and passwords. Accounts will be setup via their committee email accounts. No personal account access is permitted.

Disclaimers:

Any social media presence will include a 6th Tradition Disclaimer in reference to the provider and any page advertising that appears.

Intellectual Property Rights

Consideration should be given before posting any Narcotics Anonymous copyrighted materials on sites that claim secondary ownership image rights. All copyrighted material will display the registration mark.

Images Tagging and linking:

Only images representing the Logos and geo locations of the mile high area are permitted (examples are official NA and Mile High Area Logos and images of the greater Denver area or the outside of buildings). No images or videos of persons are to be uploaded or linked to any social media presence with the exception of public service announcements. Users and followers shall be prevented from tagging or linking images or personal information, such as attendance at events, anniversary celebrations, or memorials.

Group Announcements:

We will not be allowing group level announcements without the express approval of the, the Social Media Committee or Mile High Area Service Committee.